

METHOD AND APPARATUS TO DETERMINE AND USE AUDIENCE AFFINITY AND APTITUDE

Publication number: WO0120596

Publication date: 2001-03-22

Inventor: HEINA DONALD LIR (US)

Applicant: ENOUNCE INC (US); HEINA DONALD L JR (US)

Classification

- International: G09B5/00; G09B5/06; G09B19/00; G10L15/26;
G10L21/04; G11B27/00; G09B5/00; G09B19/00;
G10L15/00; G10L21/00; G11B27/00; (IPC1-7):
G10L 11/00

- european

G09B5/00, G09B5/08, G09B19/00, G10L19/26A,
G10L21/04; G11B27/00V

Application number: WO200011500056 20000331

Priority number(s): US10080160031, 10081003

Also published as:

WO20220611 (A1)

WO0022611 (A1)

EP1125287 (A1)

EP1125287 (A1)

more >>

Cited documents:

UIGE604524

US5894321
US5842132

US5806023

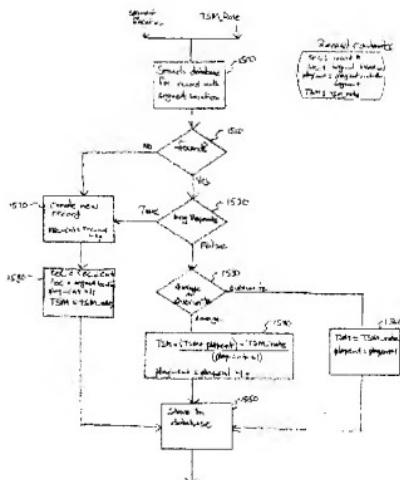
US5630013

XP0029:

Report a data error here

Abstract of WO0130696

A method and apparatus for determining audience affinity and/or aptitude in portions of media works (10100) and for developing information that represents measures of the audience affinity and/or aptitude is presented. Also presented is a method and apparatus for utilizing the information to create altered media works and/or to present the altered media works to an audience. The method includes presenting the media work to an audience (10100); obtaining user input regarding presentation rates for the portion of the media work (10200); correlating content or properties of the portion with the presentation rates (10300); associating audience affinity or aptitude with the correlated content or properties.



Data supplied from the [espn@cenet](http://espn.com/cenet) database - Worldwide